

---

## 21. index

**A**

Accessibility 164, 200-201, 203, 211, 216  
 AdSense 86, 99-100  
 AdWords 3, 86, 97-101, 104, 106-107, 112, 119-121, 129, 233-234, 327  
 Affiliate 31-33, 40, 45-64, 87, 217, 286, 327  
 Ahonen 256, 275-276  
 Alexa 88, 117, 127, 129, 147, 166  
 Amatomu 138  
 Amazon.com 46, 168, 219, 251, 280, 282, 290, 319  
 Analytical CRM 279, 282  
 API 319  
 Apple 140, 165, 169-170, 175, 272  
 ARG 151  
 Ask.com 99  
 Astroturfing 149, 151, 158  
 AtPlay 255, 274, 361

**B**

B2B 9, 317  
 B2C 9, 317  
 BBC 22, 140, 153, 161, 219, 275  
 Bella 284  
 Blog 3, 6, 23, 42-43, 64, 93-94, 112, 124-125, 127, 129, 135-142, 146, 148, 153, 156, 158, 162, 164, 166-167, 170-175, 179, 183, 185, 190-192, 198, 215, 229, 232, 234, 254, 272, 276, 285, 290, 292, 303, 305, 313, 320, 330, 333  
 Blogosphere 6, 125, 137-138, 148  
 Blogpulse 171  
 BMW 41-42, 87, 129-130, 361  
 BoingBoing 253, 272  
 Bookmarks 124-125, 127  
 Bounce rate 17, 109, 242, 249  
 Bounces 17-18, 242  
 Brand 10, 16, 22, 26, 28, 30-31, 33, 37-38, 40, 42, 58-60, 62-63, 69, 72, 82, 107, 114-116, 120, 130, 132, 134, 136, 138-139, 141-143, 145-147, 150-152, 154-156, 158, 160, 163-164, 166-169,

171-177, 179, 182, 185-186, 193-195, 222, 228, 251, 273, 287, 292, 298, 302, 304, 311, 317

Brand Awareness 26, 28, 31, 38, 59, 147, 151-152, 154, 182, 194, 311

BrandsEye 166, 172-173, 177, 179, 295, 298, 311-312, 327

Breadcrumb Links 201-203

Browser 3-4, 29, 33-34, 39-40, 47, 51-52, 55, 61, 68-69, 83-84, 116, 125-126, 131, 137, 166, 206-207, 211, 214, 230, 232, 236-237, 240, 243, 249, 251-253, 257, 267-268, 288, 322

**C**

C2B 317

C2C 317

Call To Action 9, 13, 27, 38, 91, 108, 114, 151, 156, 159, 216, 221-222, 225-226, 229, 232, 251, 264, 317

CAN-SPAM 9

Click Fraud 50, 112

Click Path 237-238, 242, 247-249

Clickatell 262, 276

Cluetrain Manifesto 293, 317, 321, 333

CMS 201, 212-214

Collaborative CRM 279, 282, 292

Commission Junction 48, 57, 64

Consumer Generated Media 124, 145, 153, 164, 166, 183-184, 189

Contextual Advertising 34

Conversion Funnel 237, 279

Conversion Optimisation 11, 33, 35, 235-254, 282, 289, 301, 303

Cookie 27, 33-34, 47, 51-54, 59, 61, 63, 87, 117, 339

Cover2Go 262

Crowdsourcing 125, 133, 146-147

CSC 257, 262

CSS 201, 207, 209, 211-212, 214, 268

Customer Relationship Management 8-9, 257, 263, 277-279

**D**

del.icio.us 126-127, 144, 171, 333

Dell Hell 166-168, 175, 179

Digg 127, 147, 158, 168

Dopplr 134

Dynamic Keyword Insertion 222, 227-228

**E**

eBay 3, 66, 168

eCRM 278-280

EDGE 26, 257, 267, 330

Email 2, 5-23, 27, 35, 42, 52, 54-55, 60-61, 90, 136, 142, 151, 154, 159, 167, 170, 174, 192, 210, 214, 216-217, 219, 222, 226, 229, 240-241, 243, 246, 256, 258, 262-263, 274-275, 281, 283, 285-288, 291, 303-304, 307-309, 316, 325, 327, 329, 333

eMarketing 1-6, 8, 10, 18, 20, 37-38, 40, 46, 53, 58, 61, 89-90, 106, 115, 127, 134, 143, 146, 148, 152, 162, 166, 199-200, 217, 219, 222, 225, 232, 241, 243, 250-251, 275, 277-278, 283, 285-286, 305-306, 308, 310, 315-320, 322-330, 332-333

eMarketing Strategy 89, 143, 152, 315-320, 322-330, 332

**F**

Facebook 3, 6, 31, 34, 36, 133-134, 138, 142, 146, 148, 253, 271, 274, 329

Feed 52, 57, 59, 109, 111, 113, 135-137, 139, 166, 170-171, 215, 259, 280, 326, 341-342

Feed Reader 166, 170, 342

Firebox 51, 160-161, 205, 361

Firefox 3, 34, 39, 49, 51, 68, 84, 88, 127, 137, 232-233, 251, 253-254, 327

Flash 30, 38, 43, 129, 201, 203, 207, 240-241, 269, 272

Flickr 125, 128-129, 171, 281, 300, 327, 329

FNB 146-147, 361

Folksonomy 125, 127

**G**

Google 3, 26, 29, 53, 62, 66-67, 72, 74, 76, 78, 83, 86-88, 92-93, 96-101, 104-107, 111-112, 116-117, 119-121, 125-126, 129, 136-137, 141, 164, 167, 170-171, 179, 186, 188-189, 195, 227-228, 232-234, 236, 249, 251, 268, 272, 283, 302, 311, 327

Google AdSense 86, 99

Google AdWords 3, 86, 99-101, 104, 106, 112, 119-121, 129, 234, 327

Google Analytics 86, 236, 249

GottaQuirk 76, 94, 128, 148, 162, 179, 208, 333

GPRS 257, 267, 272

Grokdotcom.com 234, 253-254

GSM 257, 266-267

**H**

Hotmail 16, 151-152, 154, 161

**I**

Idea Bounty 133, 146-147

Impression Fraud 27

Information Architecture 201-202, 207, 213, 217

Internet Explorer 34, 51, 68, 137, 232, 344

**J**

JavaScript 30, 87, 92, 215, 237, 240, 269

Jeff Jarvis 141, 164, 166-167

Johnnie Walker 20-21

**K**

Key Phrase 73, 75, 77-78, 80-81, 96-97, 183, 186, 195, 197, 230-231

Keyword 62, 68, 70, 75, 77-81, 88, 90-91, 95-99, 101-106, 108-109, 111-115, 120-121, 136, 145, 166, 169-171, 213, 222, 227-228, 230, 233-234, 327, 346

**L**

Landing page 26-27, 36, 75, 99, 104, 108-109, 116, 215-216, 242, 247-248, 251, 253

Lead 2, 8, 14, 47, 49, 60, 70, 74, 78-80, 83, 141, 174, 184, 186, 210, 216, 223, 250, 279-281, 289, 292, 299-300, 319, 324, 348

Link 4, 13-14, 18, 20, 27, 47, 51, 54, 61, 63, 70, 75-77, 81-85, 88-89, 92-93, 97, 125, 128, 132, 142, 151-152, 155, 159, 177, 183, 185-187, 194, 201-202, 204, 206-207, 210, 225, 231, 240, 242, 248, 269, 288, 321

Link Bait 75

Link Exchange 27

Link Popularity 77, 82-84, 89

LinkedIn 133-134

LinkShare 48, 57

Log Files 47, 236-237, 240

Long Tail 90, 106-107, 115-116, 183

**M**

MarketingSherpa 23, 48, 64

Mashup 151, 154

Mass Customisation 16, 19, 22, 222, 318, 321, 332

Meta Data 74, 91, 93, 136, 186, 201, 205, 207, 229, 231, 233

Meta Description Tag 345

Meta Keyword Tag 346

Meta Tags 75, 81, 207, 209, 213-214

Metropolitan Life 262, 276

Microsoft 66, 112, 137, 151, 161, 169

MMS 257, 262, 265, 270

Mobile Network 257, 259

Mobile Phone 138, 255-276, 287, 291, 329

Moore 259, 276

Multivariate Test 237

Muti 127

Mxit 272-275

MySpace 133-134, 175, 274

**N**

Natural Search 67, 71, 114, 271

Navigation 92, 200-202, 204, 213, 216-217, 219, 244, 260, 266-267, 271, 280

Nofollow Link 201

Nokia 130, 228

**O**

Obama 138, 315, 328-330

Online Advertising 25-43, 57, 96, 145, 159, 286, 327, 358

Online Copywriting 186, 207, 221-234

Online Press Room 128, 181, 183, 191-192, 194

Online Reputation 114, 128, 145, 156, 163-179, 183-184, 188, 193, 281, 285-286, 297-298, 302, 308, 311-312, 327, 329, 332

Online Reputation Management 114, 145, 156, 163-179, 183-184, 193, 281, 286, 297-298, 302, 308, 311-312, 327, 329, 332

Open Rate 9, 12, 18, 246

Open source 201, 212-214, 232, 249

Operational CRM 279, 282

Opt-in 9, 12-13, 17-18, 55

Opt-out 9

Organic Search 27, 66-69, 75, 105, 113, 115

Orkut 134

Overture 97-99, 111-112, 117

**P**

Page Tags 236-237

PageRank 74-76

Paid Inclusion 98

Paid Search 31, 35, 55, 58, 67-69, 71, 95-96, 222, 226-227, 271

Panama 97

pbwiki 131

Persona 222-223

Peugeot 107 255, 274

PG Glass 291-292

Podcast 139-141, 232

Porter 316, 319, 323-324, 330

Prezzybox 57, 62-63, 361

Profit 293, 317

**Q**

Quality Score 27, 97, 104, 109

Quirk 4, 84, 88, 94, 115, 119, 127, 134, 148, 162, 166, 179, 195, 208, 270-271, 327, 332-333

**R**

Reddit 127, 168

Referrer 46-47, 75, 237, 242, 349

Reputation Score 17, 172, 177-178, 298, 311

Revenue Share 47, 49-50, 61

Robots Exclusion Protocol 201, 208

Robots.txt 208-209, 214, 216

ROI 8, 12, 20, 27, 47, 53-54, 71, 97, 105, 108, 113-114, 116, 183, 259, 289, 291, 317, 326

RSS 132, 135-136, 140, 166, 170-172, 176, 183, 188-189, 192-193, 198, 215, 319, 330

**S**

Salesforce automation 279

Search 2-3, 5-6, 21, 26-27, 31, 35, 54-55, 57-58, 61, 65-117, 120-121, 127-129, 132, 135-137, 141, 145, 154, 156, 164-166, 168, 170-172, 174-175, 179, 182-186, 188, 192, 194-195, 197, 199-210, 212-220, 222, 225-231, 233-234, 237-238, 240, 242-245, 248, 253-254, 256, 268, 271-272, 275-276, 280, 283, 286, 299-300, 302, 311, 316, 319, 322, 324, 327, 329, 349-350

Search Engine 3, 6, 21, 26-27, 65-94, 96-99, 101, 103-105, 109, 112, 114-115, 117, 127-129, 132, 136, 145, 164, 166, 168, 170-171, 182-183, 185-186, 188, 199-201, 203-210, 212-213, 215-216, 219-220, 222, 225, 230-231, 234, 237, 240, 271, 275, 280, 286, 302, 316, 322, 324, 329

Search Engine Listing 27, 75

Search Engine Optimisation 3, 68, 71, 73-94, 97, 114, 182-183, 185, 204, 207, 213, 222, 230, 240, 286, 316

Search Query 27, 70, 75, 97, 103, 120, 230

Search Term 96-97, 102-104, 107, 227-228, 230, 286, 350

SearchStatus 84, 88, 127, 166, 327

Seed 151, 158, 274

SEM 68, 71, 92, 114

SEO 58, 65, 68, 71, 73-77, 82, 84-90, 92-94, 109, 114, 116, 136, 145, 152, 154-155, 159, 175, 177, 182-183, 185-186, 188, 190, 194-195, 207, 213-214, 216-217, 221-222, 229-231, 233, 241, 286, 327

SERP 68, 70-71, 81, 97, 104, 106, 165-166, 189, 201, 206-207, 222

Seth Godin 6, 43, 173, 320, 330

Sitemap 92, 201-202, 207-208

Smartphone 261

SMS 119, 171, 256-264, 266-267, 269, 272-273, 275, 287, 291, 329

Social Media 77, 90, 123-148, 150, 153, 155, 158-159, 164, 166-167, 170-172, 174-179, 181-183, 185, 188-191, 193-195, 197-198, 223, 232, 278, 281, 286, 300, 302, 320, 327-330, 332

Social Network 40, 55, 125, 132, 134, 145, 328-329

Spam 2-3, 8-9, 12, 14, 16-20, 22, 55, 60, 74, 81, 83, 132, 230, 263

Spider 68, 70, 77, 136, 207-208, 215, 231, 237

Split Testing 18, 116, 245-246, 250, 303

Sponsored Links 68, 96

Stakeholder 278-279

Steve Krug 202, 220, 246

Stormhoek 153, 162

Strategy 54, 89-90, 93, 114, 136-137, 142-146, 152-153, 162, 177, 185-186, 194-195, 263, 267, 273, 277-278, 286, 310, 315-330, 332

Stumbleupon 127  
 SWOT 316, 325-326  
 Syndicate 166, 183

## T

Tactic 20, 146, 159, 278, 285, 316-317, 325-327, 330  
 Tag 75, 80-81, 124-125, 127-128, 135, 172, 201, 206-207, 213, 231, 236, 271, 345-346  
 Taxonomy 125, 127  
 Technorati 3, 125, 127-128, 135, 137-138, 148, 171  
 Time Magazine 3, 126  
 TrackBack 125, 135, 137  
 TradeDoubler 57  
 Traditional Media 2, 28, 37, 123-124, 141, 143-144, 148, 156, 182-183  
 Twitter 126, 138-139, 146, 170, 193, 281, 329

## U

Urchin 236  
 Usability 76, 81, 92, 198-204, 210, 216, 220, 300, 303, 311  
 USSD 257, 260, 266-267, 276

## V

V3 291  
 Video 19, 26, 30-31, 36-39, 41-43, 63, 125-126, 128-130, 132, 138-140, 144, 147, 154-156, 171, 183, 192, 201, 256, 262, 265, 320  
 Viral Marketing 20, 38, 90, 145, 149-162, 164, 327  
 Virtual Works 291-292  
 Vlog 125, 129  
 Vodacom 174, 178  
 VRM xii, 279, 290, 293

## W

W3C 92, 201, 209, 211, 268-269  
 WAP 257, 265, 267, 269-270  
 Web Analytics xi, 35, 109, 235-254, 280, 282, 289, 299, 301, 303, 308, 310  
 Web Standards 201, 211-212, 220, 269  
 WebPR 77, 84, 90, 92, 142, 145, 174, 177, 179, 181-198, 222, 327  
 Wicked Uncle 218-219  
 Widget 138, 272  
 Wiki 86, 125, 130-132, 290  
 Wikipedia 26, 125, 131-132  
 Wikitravel 131  
 WordTracker 88, 112, 233  
 World Wide Web 2-4, 6-7, 75, 92, 166, 201, 211, 232, 261, 278, 296, 321, 328  
 XML 3, 47, 57, 92, 97, 109, 201, 207-208, 212, 215, 219, 319

## Y

Yachting Partners International 90, 92  
 Yahoo! 3, 9, 32, 66, 85, 92, 96-99, 106, 111, 125, 127, 171, 188-189, 285, 302  
 Yunique 268  
 YouTube 3, 126, 128-130, 143-144, 147-148, 154-155, 329  
 YPI 90, 92

## Z

Zappos 10, 285, 292  
 Zoopy 42, 359

# 22. contributors

**It takes a village to raise a child, and a lot of people to publish a book! Our acknowledgement and thanks go to:**

**Firstly to all the QuirkStars who have made this happen the second time around - this project wouldn't have been possible without you. Particular acknowledgement goes to:**

Damian Burke  
 Janine Carpenter  
 Sue Cilliers  
 Gavin Dale  
 Emma Drummond  
 Heidi Edelmuller  
 Suzan Gray  
 Daniel Kolossa  
 Lyndi Lawson  
 Peter Lehto  
 Mkhuzeli "Smallz" Mancotywa  
 Sarah Manners  
 Shaun Oakes  
 Craig Raw  
 Sophia Raw  
 Kat Scholtz  
 Tim Shier  
 Louw Swart  
 Richard Watson  
 Kelly Wheeler

**Special thanks to the following, who are not QuirkStars and who have given so generously of their time and knowledge anyway...**

Justin Beneke – academic extraordinaire  
 Solveig Bosch – book designer of note  
 Dave Duarte – mobile marketing guru  
 Zak Edwards – [Prezzybox.com](#)  
 Scott Gray – Interactive Marketing Manager at BMW South Africa  
 Dr Richard George – Senior Lecturer, School of Management Studies at University of Cape Town  
 Andy Hadfield – Online Strategist, FNB  
 Allan Kent – [www.atplay.biz](#)  
 Sarah Larter – Associate Account Director, Millward Brown SA  
 Jayne Morgan – of [www.podcast.co.za](#) and kind supplier of the podcasting information  
 Walter Pike – constructive critic, [www.aaaschool.co.za](#)  
 Christian Robinson – [Firebox.com](#)